



IARI *reporter*

industrial advertising research institute

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INTERIM REPORT ON COPY CHARACTERISTICS STUDY BEING PREPARED

Project Council for the Institute's forthcoming "Statistical Study of Copy Characteristics" is now preparing a short report of observations made to date on data examined. This interim report, describing the multiple correlation analysis of various advertising scoring factors, will be made available to Institute subscribers only. The complete study will become part of continuing Report No. 6 covering advertising readership.

SUBSCRIBER USES REPORT NO. 1 TO DEVELOP OWN INQUIRIES SYSTEM

"Based on the material in the inquiry handling report we developed a system to meet all our needs. Since you might be interested in the results, we are enclosing copies of the forms we use in the system.

"We are looking forward to further valuable assistance from our association with IARI."

-- J. W. Day, President
B&K Instruments, Inc.
Cleveland

READERSHIP REPORTS FOR 1960 BEING MAILED TO INSTITUTE SUBSCRIBERS

As part of IARI's continuing Report #6 on "Analysis of Advertising Readership Studies," a listing of readership reports being conducted during 1960 is now available to subscribers. This listing contains the most recent revisions and additions of business publications being studied.

WHAT DO "MEMORABILITY SCORES" TELL US ABOUT TRADE SHOW EXHIBITS?

The "Memorability Score" is the percentage of visitors who "prove" having seen an exhibit. In the study of 34 exhibits for IARI's Report #7, "How to Get More Value from Trade Show Exhibits," this scoring ranged from a high of "50" for one exhibit to a "2" for the lowest scoring one.

This study uncovered 5 elements which should be considered when planning an exhibit that will be remembered:

- Attention-getting
- Continuity
- Functionality
- Benefits and Features
- Ease of Mental Work.

For a full discussion of these important factors see Chapter IV of the complete report.

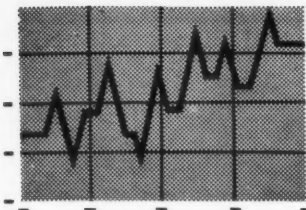
THREE NEW SUBSCRIBERS JOIN INSTITUTE

IARI welcomes the addition of the following subscribers since February 15th: Dominion Bridge Company Limited, Montreal; Rocky Mountain Metal Products Company, Denver; and Culver Advertising, Inc., Boston.

HERE'S A WAY TO GET REAL MILEAGE FROM YOUR MOTIVATION REPORT

Because a number of significant findings in IARI's Report #9, "Motives in Industrial Buying," applied directly to salesmen, the Advertising & Public Relations Department of ALCO Products devised a way to get these findings to them. They prepared an 8-page summary of the study as a special information report to their firm's marketing and sales personnel. A copy of the covering letter for this summary is shown on the next page.

A. R. Jaeckel, Advertising Manager, reports that this issue created more than the usual amount of interest and that a number of requests were received from sales management for extra copies.



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ALCO PRODUCTS, INC.
INTERNAL USE ONLY

ALCOSCAN

notes and news from your company to help you sell

December 16, 1959
Number 8

This is a special issue of ALCOSCAN. Call it a Christmas bonus on the subject of "selling."

For years, in the field of consumer selling, a technique known as "motivational research" has been used effectively. Motivational research springs from the fact that the logical reasons a buyer gives for his purchase of a particular product are not necessarily the real reasons. Those may well lie buried in the buyer's personality. Motivational research tries to ferret them out.

If you are trying to sell toothpaste, you had better take MR into account. But if you are selling diesel engines, or forgings, or heat exchangers, isn't it a little silly? Don't industrial buyers act on a logical, orderly basis? Aren't they predictable?

Well, no. That's the answer provided by a new report of the Industrial Advertisers Research Institute. The Institute, inquiring into whether motivational research can be applied to industrial selling, concludes that people are people, even industrial buyers.

We've extracted some parts of the report, which outline what factors are apt to motivate industrial buyers, and what sellers can do about them.

Season's Greetings — and here's to 1960.

**"IARI IS THE BEST INVESTMENT...
IN MARKETING AND ADVERTISING RESEARCH"**

Mr. H. Wesley Whitlock, Director of Marketing for The BOARDMAN Co., Oklahoma City and President of AIA Oklahoma Chapter had this to say concerning the appointment of AIA-IARI Chapter Liaison Representatives.

"As a member of IARI, I know how much their research and reports can mean to an ad manager and to the company as a whole. There are way too many A. I. A. members who know nothing about the Institute.

"The Institute is doing more for the industrial advertising and marketing people than any other single institution. Your reports are top flight, and the subjects you choose to make the studies on are some of the most discussed, controversial and timely ones that could be chosen. IARI is the best investment our company has ever made in marketing and advertising research."

SUBSCRIPTION RATES

INDUSTRIAL ADVERTISERS

annual budget	amount of annual subscription
Up to \$50,000	\$100
\$51,000 to \$125,000	\$200
\$126,000 to \$250,000	\$300
\$251,000 to \$500,000	\$500
\$501,000 to \$750,000	\$1,000
\$751,000 to \$1,000,000	\$1,500
Over \$1,000,000	\$2,000

(Based on that portion of the annual budget devoted to industrial products and services, regardless of media used.)

ADVERTISING AGENCIES

gross annual billings	amount of annual subscription
Up to \$350,000	\$100
\$351,000 to \$850,000	\$200
\$851,000 to \$1,750,000	\$300
\$1,751,000 to \$3,500,000	\$500
\$3,501,000 to \$5,000,000	\$1,000
\$5,001,000 to \$7,500,000	\$1,500
Over \$7,500,000	\$2,000

(Based on gross annual billings for industrial advertising handled by the agency.)

PUBLISHERS

net advertising income (per publication)	amount of annual subscription
Up to \$100,000	\$100
\$101,000 to \$250,000	\$200
\$251,000 to \$500,000	\$300
\$501,000 to \$1,000,000	\$400
Over \$1,000,000	\$500

(Based on net annual display advertising income per publication in the industrial field.)

I A R I
Industrial Advertising Research Institute

15 CHAMBERS STREET • PRINCETON, NEW JERSEY
WAlnut 1-8400

